



2024 Chevrolet Corvette E-Ray



Retail Deliveries Off to a Fast Start

U.S. First Quarter Sales

April 2, 2024

First Quarter Highlights

594,233

total vehicles sold;
U.S. market leader

6%

retail sales increase;
total sales down 1.5%
on lower fleet deliveries*

Best

Buick Envista quarterly sales

#1

Buick leads mass-market brands
in customer satisfaction
with dealer service¹

#1

total full-size pickup sales
197K sold; best first quarter
since 2020

#1

total full-size SUV sales
51K sold

#1

total affordable SUV sales
90K sold²

#1

in Overall Loyalty
to Manufacturer for
8th consecutive year³



*All comparisons are year-over-year, unless otherwise noted

¹J.D. Power 2024 U.S. Customer Service Index (CSI) Study, announced March 2024

²GM defines affordable SUVs as the group of lowest priced SUVs available in U.S. (base MSRP less than \$27,000)

³2024 S&P Global Automotive Loyalty Award, announced February 2024

“Our brands are all performing well. GM gained retail market share year-over-year with strong mix and pricing, our inventories are in good shape heading into the spring, and production and deliveries of Ultium Platform EVs are rising, led by the Cadillac LYRIQ. We’re on plan.”

MARISSA WEST
GM SENIOR VICE PRESIDENT AND
PRESIDENT, NORTH AMERICA



2024 Chevrolet Blazer EV RS

Strong Customer Demand

- Q1 U.S. industry total SAAR of 16 million (est.)
- Incentive spend as % of ATP continues to track below industry average¹
- 534,479 vehicles in inventory (63 days supply)², on plan
- Chevrolet and GMC full-size pickups grew retail market share 1.7 pts. to 43.7%³
- Chevrolet Trax grew its share more than 350% year-over-year

Ultium Platform Production On Track

- Chevrolet Equinox EV – the most affordable EV with more than 300 miles of EPA-estimated range – begins shipments to dealers in first half 2024
- Resumed sales of the Chevrolet Blazer EV – MotorTrend’s 2024 SUV of the Year – in March
- The first Chevrolet Silverado EV designed for retail customers – the top-of-the-line Silverado EV RST – is expected to begin deliveries in the coming months
- All GM EVs under the federal MSRP cap are eligible for the full \$7,500 IRA consumer tax credit



¹J.D. Power PIN (Q1 2024 through March 24, 2024)
² Includes grounded and units in-transit to dealers; selling day adjusted
³J.D. Power PIN (as of March 24, 2024)

GM's Best Q1 Retail Sales Since 2021



Retail sales up 6%*

- Best-ever Q1 Silverado Crew Cab LD and HD retail sales, with HD up 56%
- The redesigned 2024 Colorado was the fastest growing midsize pickup in March
- Best-ever quarterly Trax sales, up 481%
- Crossover retail sales up 11%
- Corvette sales up 9%

Retail sales up 9%*

- 7th consecutive quarter of retail sales growth
- Second best Q1 retail sales since 2015
- LYRIQ momentum continues, 5,800 total units sold
- Escalade retail sales up 10%, including 56% sales increase of Escalade V-Series
- XT6 retail sales up 6%

Retail sales up 10%*

- Best total sales since 2021
- Nearly 70% of Envista buyers are new to the brand
- Encore GX sales up 9%
- 25% of customers opted for Avenir luxury trim, features premium design and performance

Retail sales up 3%*

- Highest-ever Q1 ATP, with 30% penetration of Denali and 20% of AT4
- Best-ever Q1 Sierra LD/HD retail sales, up 4%
- Canyon sales up 9%
- Terrain sales up 22%
- Best-ever HUMMER EV sales, 1,668 total units sold

Sales down 23%*

- Temporary production constraints for midsize pickups and vans affected volume, now resolved
- Best Q1 LCF truck sales to Commercial and Government customers since 2017 launch
- Best Q1 Chevrolet Equinox and GMC Terrain sales to Government customers
- Introduced Chevrolet Silverado EV 3WT-1FL trim, featuring more towing and payload capacity
- EV battery module assembly begins this month at CAMI to support BrightDrop Zevo production



*All comparisons are year-over-year, unless otherwise noted

Cadillac LYRIQ Passes Luxury Competitors

- Best-ever quarterly sales, up 52% compared to prior quarter
- Outsold every EV from Mercedes, BMW, Audi and Volvo¹
- Accounted for 17% of Cadillac's retail sales, and is the brand's #2 best-selling nameplate
- Total Cadillac retail sales in Western U.S. are up approximately 18%, driven by LYRIQ
- 50% of LYRIQ buyers are new to GM and 70% are new to Cadillac



2024 Cadillac LYRIQ



¹J.D. Power PIN (March 24, 2024)

Upcoming Truck and SUV Launches



2024 Chevrolet Traverse
Q2 2024



2025 Chevrolet Equinox
Mid-2024



2024 GMC Acadia
Q2 2024



2024 Chevrolet Silverado EV RST
First half 2024



2024 Chevrolet Equinox EV
First half 2024



2024 GMC Sierra EV
Summer 2024

Cautionary Note on Forward-Looking Statements

This communication and related comments by management, may include “forward-looking statements” within the meaning of the U.S. federal securities laws. Forward-looking statements are any statements other than statements of historical fact. Forward-looking statements represent our current judgment about possible future events and are often identified by words like “aim,” “anticipate,” “appears,” “approximately,” “believe,” “continue,” “could,” “designed,” “effect,” “estimate,” “evaluate,” “expect,” “forecast,” “goal,” “initiative,” “intend,” “may,” “objective,” “outlook,” “plan,” “potential,” “priorities,” “project,” “pursue,” “seek,” “should,” “target,” “when,” “will,” “would,” or the negative of any of those words or similar expressions. In making these statements, we rely on assumptions and analysis based on our experience and perception of historical trends, current conditions and expected future developments as well as other factors we consider appropriate under the circumstances. We believe these judgments are reasonable, but these statements are not guarantees of any future events or financial results, and our actual results may differ materially due to a variety of important factors, many of which are beyond our control. These factors, which may be revised or supplemented in subsequent reports we file with the SEC, include, among others, the following: (1) our ability to deliver new products, services, technologies and customer experiences; (2) our ability to timely fund and introduce new and improved vehicle models; (3) our ability to profitably deliver a broad portfolio of EVs; (4) the success of our current line of internal combustion engine vehicles; (5) our highly competitive industry; (6) the unique technological, operational, regulatory and competitive risks related to the timing and commercialization of AVs, including the various regulatory approvals and permits required for operating driverless AVs in multiple markets; (7) risks associated with climate change; (8) global automobile market sales volume; (9) inflationary pressures, persistently high prices, uncertain availability of raw materials and commodities, and instability in logistics and related costs; (10) our business in China, which is subject to unique operational, competitive, regulatory and economic risks; (11) the success of our ongoing strategic business relationships and of our joint ventures; (12) the international scale and footprint of our operations, which exposes us to a variety of unique political, economic, competitive and regulatory risks; (13) any significant disruption at any of our manufacturing facilities; (14) the ability of our suppliers to deliver parts, systems and components without disruption and at such times to allow us to meet production schedules; (15) pandemics, epidemics, disease outbreaks and other public health crises; (16) the possibility that competitors may independently develop products and services similar to ours, or that our intellectual property rights are not sufficient to prevent competitors from developing or selling those products or services; (17) our ability to manage risks related to security breaches and other disruptions to our information technology systems and networked products; (18) our ability to comply with increasingly complex, restrictive and punitive regulations relating to our enterprise data practices; (19) our ability to comply with extensive laws, regulations and policies applicable to our operations and products, including those relating to fuel economy, emissions and AVs; (20) costs and risks associated with litigation and government investigations; (21) the costs and effect on our reputation of product safety recalls and alleged defects in products and services; (22) any additional tax expense or exposure or failure to fully realize available tax incentives; (23) our continued ability to develop captive financing capability through GM Financial; and (24) any significant increase in our pension funding requirements. A further list and description of these risks, uncertainties and other factors can be found in our most recent Annual Report on Form 10-K and our subsequent filings with the SEC. We caution readers not to place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly or otherwise revise any forward-looking statements, whether as a result of new information, future events or other factors, except where we are expressly required to do so by law.

In this presentation and related comments by management, references to “record” or “best” performance (or similar statements) refer to General Motors Company, as established in 2009. Simulated models and pre-production models shown throughout; production vehicles will vary.

For information on models shown, including availability, see each GM brand website for details.

GM’s second quarter sales results will be reported on Tuesday, July 2, 2024.

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